



Media Information

DTM

2nd May 2017

Available now: the innovative BMW Motorsport Chatbot.

- **BMW Motorsport offers journalists breaking information about the 2017 DTM season.**
- **Service launched for WhatsApp Messenger.**
- **Images, statistics, audio files and much more: the 2017 DTM season 'on demand' via smartphone.**

Munich. Not only does BMW Motorsport have a new car for the 2017 DTM, but it is also launching a new service for media representatives: the **BMW Motorsport Media Chatbot**. In the future, you will receive any important information on your smartphone – hot off the press, compact, and multimedia.

You can access all the latest information via WhatsApp Messenger. The following content is available:

SCHEDULE – The BMW Motorsport media schedule for the current race weekend.

RESULTS – The results of the six BMW drivers on the current race weekend.

PHOTOS – Latest photos from the DTM weekend.

DRIVERS – Latest statistics for the six BMW DTM drivers.

FACTS – Facts and figures on the current circuit.

AUDIOS – The last five statements from drivers and BMW Motorsport Director Jens Marquardt.

Motorsport

Media Contact.

Jörg Kottmeier
+49 170 566 6112
joerg.kottmeier@bmw.de

Ingo Lehbrink
+49 176 203 40224
ingo.lehbrink@bmw.de

Media Website
press.bmwgroup.com/
global

BMW Bank



BMW Driving
Experience



MAHLE



SympaTex®



zoller



CAR – A detailed look at the BMW M4 DTM.

HISTORY – The story of BMW in the DTM in figures.

To activate the Chatbot, you must complete a few simple steps once.

1) Call up the following website in the BMW Group PressClub, depending on your preferred language:

English – http://bit.ly/BMW_Motorsport_Media_Broadcast_EN

German – http://bit.ly/BMW_Motorsport_Media_Broadcast

2) Click on the WhatsApp button, then follow the instructions.

3) As soon as you have created a contact for the number given on your smartphone, please send the message **Start** to this number to activate the WhatsApp Chatbot.

4) Via the message **DTM**, you are taken to an overview of all the areas, in which we have information for you.

5) Enter the desired command to receive detailed information.

You will also receive a number of up-to-date messages on your smartphone over the course of every race weekend. However, you are at the heart of the offering: you can use the Chatbot to decide when you receive what information.

Media contact.

BMW Sports Communications

Jörg Kottmeier

Phone: +49 (0) 170 – 566 6112

E-mail: Joerg.Kottmeier@bmw.de

Media Contact.

Jörg Kottmeier
+49 170 566 6112
joerg.kottmeier@bmw.de

Ingo Lehbrink
+49 176 203 40224
ingo.lehbrink@bmw.de

Media Website
press.bmwgroup.com/global

BMW Bank



Deutsche Post



Red Bull



SAMSUNG SDI



Motorsport



Ingo Lehbrink

Phone: 49 (0) 176 – 203 40224

E-mail: Ingo.Lehbrink@bmw.de

Media Website.

www.press.bmwgroup.com/global

BMW Motorsport on the web.

Website: www.bmw-motorsport.com

Facebook: www.facebook.com/bmwmotorsport

Instagram: www.instagram.com/bmwmotorsport

YouTube: www.youtube.com/bmwmotorsport

Twitter: www.twitter.com/bmwmotorsport

Motorsport

Media Contact.

Jörg Kottmeier
+49 170 566 6112
joerg.kottmeier@bmw.de

Ingo Lehbrink
+49 176 203 40224
ingo.lehbrink@bmw.de

Media Website
press.bmwgroup.com/global

BMW Bank



Deutsche Post



Red Bull



SAMSUNG SDI



BMW Driving
Experience

